

# Organic Perspectives

## Special Edition: Latin America Update

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### Next Newsletter in January 2004

This edition is dedicated to recent news on the international organic products market. For further information, contact Stephanie Riddick, (202) 205-3771, [Stephanie.Riddick@fas.usda.gov](mailto:Stephanie.Riddick@fas.usda.gov).

### Brazil: BioFach Conference Held in Rio de Janeiro

The first BioFach Conference in Brazil was held from September 25-26, 2003 in Rio de Janeiro and was organized by Nürnberg Global Fairs, the international subsidiary of NürnbergMesse, and the German Development and Investment Association (DEG). Sponsored by the International Federation of Organic Agriculture Movements (IFOAM), the conference was highly successful. Approximately 1,213 participants attended, more than twice as many as expected. The next "BioFach America Latina," will be held August 25-28, 2004 in Rio de Janeiro.

Source: For more information visit <http://www.Biofach.de>.

### European Commission to Meet Latin American Organic Suppliers

At BioFach in Nuremberg, Germany, Feb. 19-22, 2004, more than 100 Latin American suppliers of organic raw materials and finished products will display their products. The European Commission has decided to support this project to develop relationships with Latin American suppliers and to promote sustainable agriculture over the long-term. The project will also include collaboration in the area of manufacturers of food supplements, pharmaceutical products, and raw materials. The event is free for participating companies.

Source: For more information visit <http://www.Biofach.de>.

### Americans Consuming More Organic Food

The *Organic Standard* reports that 54 percent of Americans have tried organic foods. The study was done by the Whole Foods Market Organic Foods Trend Tracker, and it indicates that the USDA National Organic Standard has had a positive impact on consumption patterns. The online survey targeted more than 1,000 consumers, 29 percent of which believed that the new labeling system affected their purchasing decisions. The survey indicates that the variety of organic products purchased by Americans is also increasing.

Source: For more information visit <http://www.organicstandard.com/>.



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## OTA and USDA Participate in the Mexican Organic Agriculture Forum

The Organic Trade Association (OTA) and USDA's Foreign Agricultural Service participated in the 7<sup>th</sup> Mexican Forum on Organic Agriculture and First Annual Conference on Organic Medicinal Plants at the University of Morelos, Cuernavaca, Mexico, Nov. 13-15, 2003. The annual conference included workshops and discussions on the state of organic production and trade in Mexico. The organizers encouraged participation from the U.S. industry and USDA. Of particular interest to the organizers was the implementation of the U.S. Organic Rule and information on U.S. organic products, companies, and trade. Information gathered from the conference will be used to promote trade in organic products between the U.S. and Mexico.

Source: For more information visit <http://www.ota.com/> or contact [Stephanie.Riddick@fas.usda.gov](mailto:Stephanie.Riddick@fas.usda.gov).

## World Bank to Encourage Use of Organic Coffee

According to a study on sustainable coffee conducted by the World Bank, organic coffee needs more and better advertising, standardization of quality labels, and large retail trade chains encouraged more forcefully to offer these kinds of coffee to consumers. The report indicates that, coffee is considered "sustainable" if it is grown using organic methods or similar related practices. The consumption of conventional kinds of coffee is growing by one to two per cent a year, but sustainable coffee is increasing by 10 to 20 per cent over the same period. Germany is the biggest European market for organic coffee.

Source: For more information visit <http://www.organicstandard.com>.

## CCOF Awarded California Grant

The California Certified Organic Farmers (CCOF) was awarded a competitive state grant from the California International Market Promotion Program for Agriculture (CIMPA). The amount of the grant is \$450,000, and will be used to promote exports and trade in organic products.

Source: For more information visit <http://www.ccof.org>.

## Financing the Growth of the Organic Industry

A study entitled Financing Growth in the Organic Food Sector, published in October, surveyed 146 organic businesses to find out the financial and investment strategies they used to get their businesses up and running. The study evaluates issues in organic producer associations, organic manufacturers, organic wholesale trade, organic retail trade, and delivery services. The journalists of *Ecoreporter* investigated other topics such as, the possibility of changing the ownership structure, forms of financing (private loans, house bank, supplier loans), credit volume, and reasons for lenders refusing loans. The study is free and is available on the Internet.

Source: For more information visit <http://www.Biofach.de>.

## **USDA News**

### U.S. Organic Export Initiative (USOEI)

The USOEI is a cooperative arrangement between the Organic Trade Association (OTA) and the four State Regional Trade Groups (SRTG's). The USOEI is funded by FAS and identifies creative approaches and activities to promote exports of U.S. organic products including trade shows like "All Things Organic" and "BioFach" in Germany.

Source: For more information visit <http://www.ota.com>.



## FAS Organic Products Web Site

The FAS Organic Products Web site at <http://www.fas.usda.gov/agx/organics/organics.html> offers constant updates in the "Hot Markets" section. Visit the page frequently for the latest news!

The most recent FAS international report on organics markets and issues includes:

- European Union: EU Action Plan for Organic Farming – Online Consultation Results

New AgExport Magazine articles on Organics include:

- [Portuguese Looking to Organics](#)
- [Popularity of Organic Foods on the Rise in the United Kingdom](#)
- [South Koreans Buying Organic](#)

## Trade Shows: Upcoming 2004 Events!!

### Alimentaria (Barcelona, March 8-12, 2004)

We invite you to exhibit your products under the USA Pavilion at Alimentaria in Barcelona, Spain, March 8-12, 2004. Alimentaria, a biennial event, is the largest food and beverage exposition in the Iberian Peninsula.

**Organic agriculture** and demand for **organic products** is a sector that has been growing. Organic products have gained their space in hypermarket shelves, and Alimentaria 2004 will be an excellent opportunity for U.S. companies to exhibit organic products in a show visited by buyers of all food distribution chains in Spain. In 2002, Alimentaria received more than 3,000 exhibitors occupying 82,000 net square meters of floor space, with 141,000 professional visitors from 80 countries. For more information on exhibiting at this USDA endorsed event, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

### BioFach Germany (Nuremberg, February 19-22, 2004)

BioFach, held annually, is the world's largest organic trade event. The FAS Trade Show Office is partnering with B-FOR International and FAS/Berlin in organizing a USA Pavilion. A 9 square meter walk-on booth package is being offered for \$4,275 (larger, smaller, and corner booths available at variable rates). First-time exhibitors can purchase a Work Station (3 sqm) for only \$1,650. For more information, please contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

## **Upcoming Events**

For a complete list of events, visit the FAS Organic Products Web site "[Calendar of Events for the Organic Industry](#)".

### **International**

- **December 1-3, 2003** – East Africa Organic Certification and Standards Workshop, Arusha Tanzania. For more information contact: <http://www.grolink.se/epopa/>.
- **December 3-5, 2003** - Natural Products Asia, Hong Kong, China. For more information visit: <http://www.naturalproductsasia.com>.
- **February 19-22, 2004** – BioFach, Germany. For more information visit <http://www.biofach.de>.
- **April 4-5, 2004** – Natural Products Europe/Organic Products Europe. For more information visit <http://www.naturalproducts.co.uk>.

### **Domestic**

- **December 11-14, 2003** – Natural Nutritional Foods Association, Orlando, FL. For more information visit <http://www.nnfase.org/soho>.
- **March 4-7, 2004** – Natural Products Expo West (Organic Products Expo – BioFach America), Anaheim, CA. For more information visit <http://www.naturalproductsexpo.com>.

## **ADDITIONAL RESOURCES:**

- ❑ FAS, **AgExport Services Division's Organic Page** <http://www.fas.usda.gov/agx/organics/organics.html>
- ❑ **National Organic Program** Web site - <http://www.ams.usda.gov/nop>

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Editor's Note: As publishers of *Organic Perspectives*, USDA-FAS-AgExport Services continuously strives to maintain a partnership with the organic food community by sharing information and providing export assistance through our many export program services. For more information on how we might support your company in establishing opportunities abroad, please contact us at (202) 205-3771.